

**THE RELATIONSHIP BETWEEN LEADERSHIP STYLES AND
MOTIVATION LEVEL: A STUDY OF PUBLIC BANK BERHAD ALOR
SETAR**

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ABSTRACT

This study investigates the relationship between leadership styles of the manager and motivation level of the staff: A study of Public Bank Berhad Alor Setar. A research model was developed based on theories which are Path-Goal Theory by House (1971) and Need Achievement Theory by Atkinson & Birch (1978).

The objectives of this study are to examine the relationship between leadership styles and the motivation, and to investigate the most influential leadership style that motivates staff. This study used the quantitative method involving 50 staff of Public Bank Alor Setar. The study revealed that the leadership style of managers, (Supportive, Directive, Participative and Achievement Oriented) factors are not supported and all hypotheses are rejected, namely H_1 , H_{1a} , H_{1b} , H_{1c} , H_{1d} and H_2 .

ABSTRAK

Kajian ini bertujuan untuk menyelidik hubungan diantara jenis-jenis kepimpinan pengurus and tahap motivasi staff : Satu kajian di Public Bank Alor Setar. Model kajian telah dibangunkan berdasarkan teori 'Path-Goal' oleh House (1971) dan 'Need Achievement Theory' oleh Atkinson & Birch (1978).

Objektif kajian ini adalah untuk menentukan hubungan jenis-jenis kepimpinan dan motivasi dan juga bertujuan mengenal pasti jenis kepimpinan yang dapat memberi motivasi kepada staff. Kajian ini menggunakan kaedah kuantitatif melibatkan 50 orang staff Public Bank Alor Setar. Hasil kajian medapati faktor gaya kepimpinanan pengurus, semua hipotesis adalah ditolak iaitu H_1 , H_{1a} , H_{1b} , H_{1c} , H_{1d} dan H_2 .

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter discusses an overview of the research background and organization profile. The problem statement is focusing on the areas of relationship of leadership styles and the relation with the level of staff motivation. In addition, this chapter also highlighted on the research questions, research objectives, scope of the study and significant of the research.

1.1 Background of Study

In today's highly competitive labor market, there is extensive evidence that organizations regardless of size, technological advances, market focus, are facing retention challenges (Ramlall, 2004). Fitz-enz (1997) stated that the average company loses approximately \$1 million with every ten managerial and professional employees who leave the organization combined with the direct and indirect costs; the total cost of an exempt employee's turnover is a minimum of one year's pay and benefits. Ahmad and Bakar (2003) mention that voluntary turnover is a major problem for companies in some Asian countries such as Malaysia, Thailand, Taiwan, etc. Job-hopping has become so rampant in these Asian countries that it has, in part, become culture.

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